BRIXOLOGY LLP

BUSINESS PROPOSAL

BRIXOLOGY LLP

FOOD | PEOPLE | EXPERIENCES

A REGISTERED FOOD & BEVERAGE COMPANY



IT'S FRYDAY!
THE CRUNCH KING

French Fries Only! Pure Joy !!

INTRODUCTION

BRIXOLOGY LLP is a dynamic food and beverage company focused on creating modern, high-quality and innovative food experiences. We bring together great food, happier people and memorable experiences through our unique and exciting brands across multiple formats.

Our mission is to make high-quality, tasty and hygienic food & beverages accessible to everyone, while building strong partnerships and creating long-term growth opportunities in the food retail and kiosk sector.

GREAT FOOD | HAPPIER PEOPLE | STRONGER PARTNERSHIPS | BIGGER OPPORTUNITIES

Good Food Good Business Let's Grow Together!

INDEX

01	About Us	Page 03
02	Our Brands	Page 04
03	Why Partner With Us	Page 05
04	Our Operational Model	Page 06
05	Space & Technical	Page 07
06	Commercial Models	Page 08
07	Our Registrations	Page 09
08	Contact Us	Page 10
09	Meet Our Leadership	Page 11



BRIXOLOGY LLP
FOOD | PEOPLE | EXPERIENCES

IT'S FRYDAY! THE CRUNCH KING

The Farra Lab
TRADITIONAL TASTE MODERN TWIST

THANDAK
COOLING MOMENTS REFRESHING PEOPLE

BRIXOLOGY LLP

FOOD | PEOPLE | EXPERIENCES

A REGISTERED FOOD & BEVERAGE COMPANY

IT'S FRYDAY!

THE CRUNCH KING

French Fries Only Pure Joy !!

SAKUZO

SAKUZO The Crunch King

ABOUT US

GREAT FOOD | HAPPIER SHOPPERS | STRONGER PARTNERSHIPS

BRIXOLOGY LLP is a dynamic food and beverage company focused on creating modern, high-quality, quick-service snack experiences. Our flagship brand **IT'S FRYDAY!** brings crispy, flavorful and customized French fries to customers at malls, retail spaces, high-footfall areas and beyond.

QUALITY FOOD
Fresh, hygienic and great tasting French fries.

PEOPLE FOCUSED
Loved by youth, children and families.

MODERN APPROACH
Simple menu, quick service, strong branding.

GROWTH ORIENTED
Building a strong presence through partnerships.



OUR BRAND

IT'S FRYDAY! THE CRUNCH KING

- Premium French Fries Brand
- Classic & uniquely seasoned fries (Peri-Peri, Cheesy, Tandoori & more)
- Loaded fry bowls with premium toppings
- Loved by youth, children & families



OUR STORY

Born from a love for great food and the simple joy of French fries, **IT'S FRYDAY!** was created to bring a global favorite snack to local neighborhoods with a modern twist. With **BRIXOLOGY LLP**, we aim to make quality snacks accessible, affordable and memorable for everyone.

More than Fries!



OUR MISSION

To serve delicious, high-quality snacks with a focus on hygiene, customer satisfaction and modern, convenient food solutions.

OUR VISION

To become a trusted and recognized quick-service food brand, loved by customers and valued by partners across India.

OUR CORE VALUES

- FOOD SAFETY & HYGIENE
- CUSTOMER HAPPINESS
- QUALITY CONSISTENCY
- STRONG PARTNERSHIPS
- SUSTAINABLE GROWTH

Good Food Good Vibes Better Together!

BRIXOLOGY LLP
FOOD | PEOPLE | EXPERIENCES

Contact Person
Priyanka Singh

+91 70800 57 038
61293priyanka@gmail.com
www.brixology.org

MNG 809, Manas Nagar, Krishna Nagar, Kanpur Road, Lucknow, UP 226023

BRIXOLOGY LLP

FOOD | PEOPLE | EXPERIENCES

A REGISTERED FOOD & BEVERAGE COMPANY

Different Flavours Stronger Together!

OUR BRANDS

GREAT FOOD | HAPPIER SHOPPERS | STRONGER PARTNERSHIPS

A portfolio of exciting food and beverage brands designed to create delightful experiences for customers across malls, retail spaces, high-footfall areas and beyond.

IT'S FRYDAY!

THE CRUNCH KING

French Fries Only! Pure Joy!!



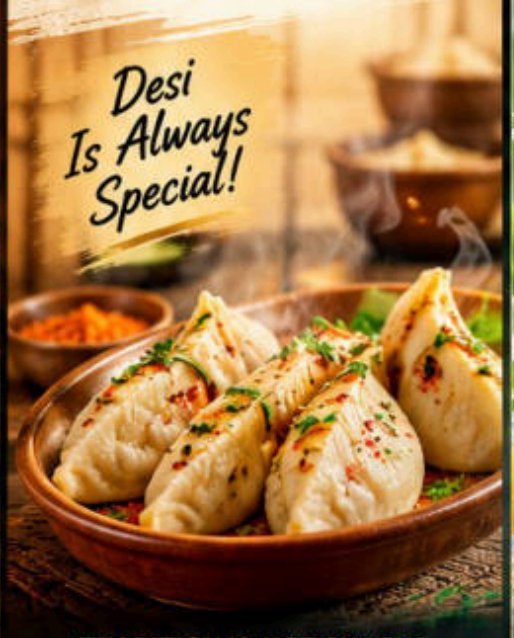
A PREMIUM FRENCH FRIES BRAND

- Classic & unique flavours
- Loaded fries with premium toppings
- Loved by youth, children & families

The Farra Lab

TRADITIONAL TASTE – MODERN TWIST

Desi Is Always Special!



TRADITIONAL HOT SNACKS

- Authentic regional delicacies (Phara/Gozha)
- Quick-service format
- Perfect for modern retail & high-footfall locations

THANDAK

COOLING MOMENTS REFRESHING PEOPLE

Refresh Rejuvenate Repeat!



PREMIUM BEVERAGES BRAND

- Refreshing drinks & sodas
- Cool & revitalizing flavours
- Perfect for all age groups

OUR STRENGTH

- Quality Products
- Customer Focused
- Efficient Operations
- Innovative Brands
- Strong Partnerships
- Profitable Growth

BRIXOLOGY LLP
FOOD | PEOPLE | EXPERIENCES

Contact Person
Priyanka Singh

+91 70800 57 038
61293priyanka@gmail.com
www.brixology.org

MNG 809, Manas Nagar, Krishna Nagar, Kanpur Road, Lucknow, UP 226023

BRIXOLOGY LLP

FOOD | PEOPLE | EXPERIENCES

A REGISTERED FOOD & BEVERAGE COMPANY

IT'S FRYDAY!

THE CRUNCH KING

Great Food Happier Shoppers!

WHY PARTNER WITH US?

A HIGH-QUALITY FOOD KIOSK THAT ADDS VALUE TO YOUR STORE / MALL / RETAIL SPACE

INCREASED CUSTOMER DWELL TIME

A delicious snack option encourages shoppers, especially families with children, to spend more time in and around your store.

ADDITIONAL REVENUE OPPORTUNITY

Attracts more footfall and boosts overall sales for your store by creating a food destination.

PROFESSIONAL OPERATIONS

A fully registered corporate entity (LLP) ensuring strict adherence to hygiene, quality and legal compliances.

PREMIUM & MODERN LOOK

Clean, attractive and well-branded kiosk designs that complement the look and feel of a modern retail establishment.

MINIMAL DISRUPTION

Our kiosk model requires minimal setup, produces minimal mess and operates efficiently without heavy exhaust or infrastructure.

FLEXIBLE PARTNERSHIP MODELS

Choose from fixed monthly rental, revenue sharing or hybrid model — tailored to your convenience.



More Happy Customers | Better Store Footfall | Quality & Hygiene Assurance | A Reputed & Reliable Brand | A Win-Win Partnership

LET'S GROW TOGETHER!

BRING A POPULAR, HYGIENIC & PROFITABLE FOOD KIOSK TO YOUR PREMISES.

CONTACT US FOR PARTNERSHIP DISCUSSION

Priyanka Singh
+91 70800 57 038
61293priyanka@gmail.com
www.brixology.org
MNG 809, Manas Nagar, Krishna Nagar, Kanpur Road, Lucknow, UP 226023

BRIXOLOGY LLP

FOOD | PEOPLE | EXPERIENCES

A REGISTERED FOOD & BEVERAGE COMPANY

IT'S FRYDAY! THE CRUNCH KING



Great Food Made Simple!

OUR OPERATIONAL MODEL

CENTRAL KITCHEN TO KIOSK
FRESH · FAST · CONSISTENT

A SIMPLE, EFFICIENT AND SCALABLE MODEL TO SERVE GREAT FOOD, DELIVER CONSISTENCY AND CREATE GROWTH TOGETHER.

1 CENTRAL KITCHEN (OFF-SITE)



- Bulk preparation of fries & chicken bites
- Standardized recipes & quality control
- Hygienic & compliant operations
- Portioning, packing & dispatch to kiosks

2 SUPPLY & DISTRIBUTION



REGULAR SUPPLY OF PRE-COOKED / HALF-COOKED ITEMS TO KIOSKS

3 ON-SITE KIOSK (ROAD-SIDE / HIGH-FOOTTALL)



- Small Space (6x6 ft approx.)
- Low Power (1-2 kW)
- Operated by 1–2 people
- Suitable for roadside, malls, markets, high-footfall areas

HOW IT WORKS (STEP BY STEP)

1 PREPARATION AT CENTRAL KITCHEN



Fresh ingredients, standardized recipes, bulk preparation and quality checks.

2 PACKING & DISPATCH



Portioning and packing in hygienic, food-safe containers.

3 TRANSPORT TO KIOSK



Regular and timely supply to ensure smooth operations.

4 FINAL PREPARATION AT KIOSK



Quick frying / final cooking, seasoning and serving fresh and hot.

5 CUSTOMER SERVICE & SALES



Delicious food, quick service and a great customer experience.

KEY BENEFITS OF OUR MODEL

- **CONSISTENT FOOD QUALITY** — Same great taste across all kiosks
- **LOWER INITIAL INVESTMENT** — No full kitchen setup at kiosk
- **EASY OPERATIONS** — Simple processes, minimal manpower
- **SCALABLE BUSINESS** — Easily expand to multiple locations
- **FOOD SAFETY & HYGIENE** — Controlled preparation and quality checks
- **ATTRACTIVE MARGINS** — Efficient cost structure and good profitability
- **STRONG SUPPORT** — Training, supply, branding and ongoing assistance

GOOD FOOD GOOD BUSINESS TOGETHER!

IDEAL FOR

- Roadside locations
- Markets & busy streets
- College areas
- IT parks & offices
- Malls & retail spaces
- Events & pop-up zones

SIMPLE MODEL BIG OPPORTUNITY

BRIXOLOGY LLP
FOOD | PEOPLE | EXPERIENCES

Contact Person
Priyanka Singh

+91 70800 57 038
61293priyanka@gmail.com
www.brixology.org

MNG 809, Manas Nagar, Krishna Nagar, Kanpur Road, Lucknow, UP 226023

BRIXOLOGY LLP

FOOD | PEOPLE | EXPERIENCES

A REGISTERED FOOD & BEVERAGE COMPANY

IT'S FRYDAY! THE CRUNCH KING



Great Food Made Simple!

OUR OPERATIONAL MODEL

CENTRAL KITCHEN TO KIOSK
FRESH · FAST · CONSISTENT

A SIMPLE, EFFICIENT AND SCALABLE MODEL TO SERVE GREAT FOOD, DELIVER CONSISTENCY AND CREATE GROWTH TOGETHER.

1 CENTRAL KITCHEN (OFF-SITE)



- Bulk preparation of fries & chicken bites
- Standardized recipes & quality control
- Hygienic & compliant operations
- Portioning, packing & dispatch to kiosks

2 SUPPLY & DISTRIBUTION



REGULAR SUPPLY OF PRE-COOKED / HALF-COOKED ITEMS TO KIOSKS

3 ON-SITE KIOSK (ROAD-SIDE / HIGH-FOOTTALL)



- Small Space (6x6 ft approx.)
- Low Power (1-2 kW)
- Operated by 1–2 people
- Suitable for roadside, malls, markets, high-footfall areas

HOW IT WORKS (STEP BY STEP)

1 PREPARATION AT CENTRAL KITCHEN



Fresh ingredients, standardized recipes, bulk preparation and quality checks.

2 PACKING & DISPATCH



Portioning and packing in hygienic, food-safe containers.

3 TRANSPORT TO KIOSK



Regular and timely supply to ensure smooth operations.

4 FINAL PREPARATION AT KIOSK



Quick frying / final cooking, seasoning and serving fresh and hot.

5 CUSTOMER SERVICE & SALES



Delicious food, quick service and a great customer experience.

KEY BENEFITS OF OUR MODEL

- **CONSISTENT FOOD QUALITY** — Same great taste across all kiosks
- **LOWER INITIAL INVESTMENT** — No full kitchen setup at kiosk
- **EASY OPERATIONS** — Simple processes, minimal manpower
- **SCALABLE BUSINESS** — Easily expand to multiple locations
- **FOOD SAFETY & HYGIENE** — Controlled preparation and quality checks
- **ATTRACTIVE MARGINS** — Efficient cost structure and good profitability
- **STRONG SUPPORT** — Training, supply, branding and ongoing assistance

GOOD FOOD GOOD BUSINESS TOGETHER!

IDEAL FOR

- Roadside locations
- Markets & busy streets
- College areas
- IT parks & offices
- Malls & retail spaces
- Events & pop-up zones

SIMPLE MODEL BIG OPPORTUNITY

BRIXOLOGY LLP
FOOD | PEOPLE | EXPERIENCES

Contact Person
Priyanka Singh

+91 70800 57 038
61293priyanka@gmail.com
www.brixology.org

MNG 809, Manas Nagar, Krishna Nagar, Kanpur Road, Lucknow, UP 226023

BRIXOLOGY LLP

FOOD | PEOPLE | EXPERIENCES

A REGISTERED FOOD & BEVERAGE COMPANY

Same Taste Multiple Opportunities!

Good Food Good Business!

SAKUZO

IT'S FRYDAY! THE CRUNCH KING

COMMERCIAL MODELS

FLEXIBLE FORMATS FOR DIFFERENT LOCATIONS
SAME GREAT FOOD. SAME BRAND. BIGGER OPPORTUNITIES.

01 ROAD-SIDE KIOSK (BASIC MODEL)

PERFECT FOR HIGH-FOOTFALL AREAS



Space Requirement
6 ft (L) x 6 ft (W)
(Approx. 36 sq. ft.)

Investment (Approx.)
₹1.5 – 2.5 Lakh
(Kiosk + Equipment + Initial Setup)

Staff Requirement
1 – 2 People

Ideal Locations
Roadside, Markets, College Areas, Metro Stations, High-Footfall Zones

Key Features
- Compact & Portable
- Low Investment
- Quick Setup (15–30 days)
- High RoI Potential
- Ideal for First-Time Partners

02 FOOD COURT OUTLET (PREMIUM COMPACT MODEL)

IDEAL FOR MALLS, AIRPORTS, HOSPITALS



Space Requirement
100 – 200 sq. ft.

Investment (Approx.)
₹4 – 6 Lakh
(Kiosk, Equipment, Interior, Branding)

Staff Requirement
2 – 4 People

Ideal Locations
Malls, Food Courts, Airports, Hospitals, IT Parks, Multiplexes

Key Features
- Premium Look & Feel
- Higher Customer Visibility
- Bigger Menu Options
- Stronger Brand Presence
- Higher Revenue Potential

03 STANDALONE OUTLET (EXPANSION MODEL)

IDEAL A FULL-FLEDGED BRAND PRESENCE



Space Requirement
300 – 800 sq. ft.

Investment (Approx.)
₹8 – 15 Lakh
(Setup, Interior, Equipment, Branding)

Staff Requirement
4 – 8 People

Ideal Locations
High-Street Locations, Commercial Areas, City Centers, Busy Markets

Key Features
- Full Brand Experience
- Seating & Dine-in Option (Optional)
- Wider Menu & Higher Sales
- Stronger Market Presence
- Long-Term Growth Potential

PARTNER SUPPORT ACROSS ALL MODELS

- Standardized Recipes & Training
- Supply Chain Support
- Operational Guidance
- Branding & Marketing Support
- Ongoing Business Development

GROW TOGETHER WITH A STRONG BRAND!

BRIXOLOGY LLP
FOOD | PEOPLE | EXPERIENCES

Contact Person
Priyanka Singh

+91 70800 57 038
61293priyanka@gmail.com
www.brixology.org

MNG 809, Manas Nagar, Krishna Nagar, Kanpur Road, Lucknow, UP 226023

BRIXOLOGY LLP

FOOD | PEOPLE | EXVERIENCES

A REGISTERED FOOD & BEVERAGE COMPANY



GOOD FOOD
GOOD BUSINESS
GOOD COMPLIANCE!

IT'S FRYDAY!
THE CRUNCH KING

Same Taste Fully Compliant!

OUR REGISTRATIONS

A LEGAL, COMPLIANT AND TRUSTED FOOD & BEVERAGE COMPANY

BUILT ON TRUST
COMPLIANT FOR A BRIGHTER TOMORROW

1 LLP REGISTRATION

MCA
MINISTRY OF CORPORATE AFFAIRS

Brixology LLP is a legally registered company under the Ministry of Corporate Affairs, Government of India.

2 FSSAI REGISTRATION

fssai
Food Safety and Standards Authority of India

We are registered with FSSAI to ensure safe, high-quality and hygienic food for our customers.

3 GST REGISTRATION

GST
GOODS AND SERVICES TAX

Our business is GST registered, ensuring transparent and compliant operations.

4 TRADEMARK REGISTRATION

TM

TRADEMARK

Our brand name **IT'S FRYDAY!** and related logos are trademarked to protect our identity and ensure brand value.

5 FOOD SAFETY COMPLIANCE

We follow all food safety and hygiene standards as per FSSAI guidelines, including proper kitchen and kiosk operations.

6 SHOP & ESTABLISHMENT REGISTRATION

Our outlets are registered under the Shop & Establishment Act as per state regulations.

7 FIRE SAFETY COMPLIANCE

We ensure fire safety measures and compliance for safe and secure operations.

8 LABOUR LAW COMPLIANCE

We follow all applicable labour laws, ensuring a safe and fair working environment for our team members.

9 Udyam Registration (MSME)

UDYAM REGISTRATION
सत्यमेव जयते

Registered under Udyam for MSME, supporting growth and government benefits.

10 Import / Supply Compliance (as applicable)

We ensure compliance for sourcing ingredients, packaging materials and equipment as per applicable regulations.

11 Brand IP & Creative Assets Protection

Our brand elements, mascots (SAKUZO), designs and creative assets are protected to maintain brand authenticity.



SAFE FOOD | LEGAL BUSINESS | TRANSPARENT OPERATIONS | TRUSTED BRAND | PARTNER READY | READY TO GROW

BRIXOLOGY LLP
FOOD | PEOPLE | EXPERIENCES

Contact Person
Priyanka Singh

+91 70800 57 038
61293priyanka@gmail.com
www.brixology.org

MNG 809, Manas Nagar,
Krishna Nagar, Kanpur Road,
Lucknow, UP 226023

BRIXOLOGY LLP

FOOD | PEOPLE | EXPERIENCES

A REGISTERED FOOD & BEVERAGE COMPANY



IT'S FRYDAY!

THE CRUNCH KING

CONTACT US

Good Food Good Business! Together!

LET'S BUILD A TASTY TOMORROW TOGETHER!

Founder
Lakshmi
+91 90300 85 395

Co-Founder
Arun Kumar
+91 90300 85 395

Director
Priyanka Singh
+91 90300 85 395

Co-Director
Siya Ram
+91 90300 85 395

SCAN TO CHAT ON WHATSAPP

SCAN & START A WHATSAPP CHAT NOW

Our Office Address
MNG 809, Manas Nagar,
Krishna Nagar, Kanpur Road,
Lucknow, Uttar Pradesh – 226023

Email Us
61293priyanka@gmail.com
Business Enquiries,
Proposals & Collaborations

Visit Our Website
www.brixology.org
Explore Our Brands, Menu & Business Opportunities

- FRANCHISE ENQUIRIES
- PARTNERSHIP OPPORTUNITIES
- SUPPLY & DISTRIBUTION
- CAREERS & HIRING
- GENERAL SUPPORT

GOOD FOOD GOOD BUSINESS LET'S GROW TOGETHER!



BRIXOLOGY LLP

FOOD | PEOPLE | EXPERIENCES

A REGISTERED FOOD & BEVERAGE COMPANY



IT'S FRYDAY!
THE CRUNCH KING

Good Food Good Business Together!

Same Taste Multiple Opportunities!

MEET OUR LEADERSHIP

A TEAM DRIVEN BY PASSION, PEOPLE AND POSSIBILITIES

FOUNDER

Lakshmi

VISION | PURPOSE | BRAND SOUL

- Visionary leader with a passion for building innovative food & beverage brands.
- Focuses on creating meaningful customer experiences that bring happiness to people's everyday lives.
- Guides the brand with a strong sense of purpose, quality and long-term growth.

CO-FOUNDER

Arun Kumar

STRATEGY | OPERATIONS | GROWTH

- Drives strategy, operations and growth with a focus on efficiency, scalability and memorable customer experiences.
- Works on business development, expansion and market opportunities.
- Ensures smooth execution and builds systems for sustainable growth.

DIRECTOR

Priyanka Singh

BUSINESS DEVELOPMENT | PARTNERSHIPS | EXPANSION

- Leads business development, partnerships and expansion initiatives to take our brands to new markets and new opportunities.
- Builds strong relationships with partners, vendors and stakeholders.
- Focuses on strategic growth, market presence and long-term business success.

CO-DIRECTOR

Siya Ram

GUIDANCE | EXPERIENCE | STABILITY

- Brings invaluable guidance and industry experience to support our vision and business growth.
- Provides strategic direction, values and operational stability.
- Supports our mission with strong networks, mentorship and a long-term perspective.

OUR VISION

To create loved food & beverage brands that bring joy to everyday moments.

OUR MISSION

To deliver high-quality, tasty and innovative products with strong operations and sustainable growth.

OUR PEOPLE

A dedicated team working together to build a stronger, brighter and tastier tomorrow.

OUR VALUES

Quality | Integrity
Innovation | Teamwork
Customer Happiness
Long-Term Growth

GOOD FOOD GOOD BUSINESS LET'S GROW TOGETHER!



BRIXOLOGY LLP
FOOD | PEOPLE | EXPERIENCES

GREAT FOOD | GREAT PEOPLE | GREAT OPPORTUNITIES

Same Taste Multiple Opportunities!